BookEase Customer Journey Map

Scenario

A user browses, purchases, and reviews a book from the BookEase platform - a complete journey from discovery to feedback.

Journey Stages (Summary)

- 1. Discover - Searches, sees BookEase ads - Curious - SEO, reviews
- 2. Visit Website - Home page, nav bar - Excited - Clear UI
- 3. Create Account - Quick sign-up - Motivated - Autofill, easy login
- 4. Browse Books - Filters, explore - Engaged - Personalized suggestions
- 5. Add to Cart - Cart UI - Satisfied - Highlight discounts
- 6. Checkout - Address & payment - Focused - Retry options
- 7. Order Confirmation - Mail, timeline - Relieved - Real-time tracking
- 8. Delivery - Receives book - Excited - SMS updates
- 9. Read & Experience - Reads, shares - Engrossed - Social sharing
- 10. Review - Writes feedback - Reflective - Easy review flow
- 11. Recommendations - Gets tips - Curious - Improve AI

Goals & Motivations

- Help me quickly find and order books I'll love
- Help me avoid scams, delays, or damaged books
- Help me share experiences and discover new titles

Areas of Opportunity

- One-click reordering for favorite books
- Wishlist sharing with friends
- Review gamification (badges, points)
- Book club or discussion prompts post-purchase